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CEAT Specialty Tires Increases Support of Rodeo

CALGARY, CANADA (July 12, 2024) – CEAT Specialty Tires is again riding rodeo in 2024 to build brand awareness and sales with North American farmers and ranchers. This marks the company’s fifth year of sponsoring rodeo organizations and events across North America, including this week with the company sponsoring a chuck wagon competitor at the Calgary Stampede and entertaining customers at “the world’s largest outdoor rodeo.”

The company, which markets a comprehensive line of Ag and OTR tires in North America, is again the Official Ag Tire of the WCRA (World Champion Rodeo Alliance), WRWC (Women’s Rodeo World Championship), NHSRA (National High School Rodeo Association, National Junior High Rodeo Association and the University of Kentucky rodeo team. The sponsorships include brand exposure on TV and social media, as well as branding at high-profile rodeo competitions. There are more than 40 million rodeo fans in North America.

A new component of the WCRA sponsorship this year is branding through the ABBI (American Bucking Bull Inc.). CEAT Specialty will receive significant exposure in a CBS-TV special on the ABBI organization scheduled for later this month.

Additionally, CEAT again had a presence at the Calgary Stampede to support its rapidly growing footprint in Canada.

“Our long-term association with rodeo is paying significant dividends in terms of brand awareness with rodeo fans, many of whom are farmers and ranchers,” said CEAT Specialty Chief Executive Amit Tolani. “Rodeo fans are very passionate and loyal to the brands that support their sport, and we look forward to another great year of rodeo involvement.”

About CEAT

CEAT was established in 1924 in Turin, Italy. Today, it is one of India’s leading tire

manufacturers, and CEAT tires are sold in more than 115 countries worldwide. The brand came to India in 1958, and later became part of the RPG Group. RPG is among the top business houses in India, with a group turnover of \$3.6 billion. In the specialty segment, CEAT manufactures farm, mining, and earthmover, industrial, and construction equipment tires, as well as special application off the road tires. CEAT Specialty entered the North American market six years ago. The North American headquarters is located in Jefferson City, MO. For more information, visit <https://www.ceatspecialty.com>.

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